

Jonathan Hardy



Branded Content

The Fateful Merging of Media
and Marketing



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Branded Content

The Fateful Merging of Media and Marketing

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This is a critical study of the changing relationship between media and marketing communications in the digital age. It examines the growth of content funded by brands, including brands' own media, native advertising and the integration of branded content across film, television, journalism and publishing, online, mobile and social media. With a focus on key issues in industry, policy and academic contexts this is essential reading for students of media industries, advertising, marketing and digital media.

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